

Message Text

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PAGE 01 STATE 129310
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COM/BED/OIM/222/CBARRETT/DH
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R 212256Z MAY 78
FM SECSTATE WASHDC
TO AMEMBASSY BRUSSELS
INFO AMEMBASSY BONN
AMEMBASSY COPENHAGEN
AMEMBASSY THE HAGUE
AMEMBASSY LONDON LUXEMBOURG
AMEMBASSY PARIS
AMEMBASSY ROME

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E.O. 11652: N/A

TAGS: BEXP, BE

SUBJECT:BELGIUM COUNTRY COMMERCIAL PROGRAM: SECOND
QUARTER FY'78WCAG REVIEW -

REF: BRUSSELS 06653

1. THE WASHINGTON COMMERCIAL ACTION GROUP (WCAG) FOR THE
BENELUX COUNTRIES MET ON MAY 1 TO REVIEW THE POST'S SECOND
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QUARTER REPORT ON THE FY'78 CCP. WCAG IS GENERALLY PLEASED
WITH THIS REPORT WHICH REFLECTS A HIGH LEVEL OF PRODUCT-
IVITY AND CONSISTENCY IN MEETING CCP OBJECTIVES.

2. WCAG COMMENTS ON SPECIFIC PROGRAM ACTIONS FOLLOW:

(A) TRADE OPPORTUNITIES PROGRAM - QUANTITY AND QUALITY OF

POST SUOMISSIONS CONTINUE TO BE GOOD. SPECIAL NOTE MADE OF EXCELLENT RESULTS OF CAMPAIGN 3, LABORATORY EQUIPMENT WITH 42 TO'S VERSUS TARGET OF 15 FOR T'E SECOND QUARTER AS A RESULT OF POST INITIATING TWO FOLLOW-ON CATALOG S OWS AT LINIMAL COST TO USG. WCAG REQUESTS POST SUMMARIZE TOTAL NUMBER OF TO'S SUBMITTED FOR OSPE'S AS WELL AS FOR CA;PAIGNS IN FUTURE QUARTERLY REPORTS SINCE TARGETS WERE DEVELOPED FOR EACH OSPE IN THE CCP.

(B) POST MARKET RESEARCH - SEVEN MARKET DATA SHEETS RECEIVED FROM THE POST IN THE FIRST QUARTER CY 1978. 210 COPIES WERE MADE AND DISTRIBUTED UNDER THE MULTIPLIER PROGRAM BY OIM. THIS SHOULD SIGNIFICANTLY ENHANCE THE VALUE OF THE POST'S INITIATIVE AND EFFORT IN THIS AREA.

3. SUPPORT OF STATE OFFICES (REFTEL, PARA 6) - WCAG WOULD BE INTERESTED IN KNOWING THE NUMBER OF STATE REPS IN ATTENDANCE AT TWO CONTACT DAYS HELD DURING THE QUARTER. REQUEST FUTURE CABLES REFLECT NUMBER ATTENDING CONTACT DAYS OR OTHER EVENTS SUCH AS CATALOG SHOWS, ETC. BECAUSE OF THE STRATEGIC IMPORTANCE OF BRUSSELS WHERE MANY STATE DEVELOPMENT OFFICES ARE LOCATED.

4. USDOC BUSINESS EQUIPMENT AND SYSTEM CATALOG SHOW (REFTEL, PARA 8) - WCAG ACKNOWLEDGES THIS EVENT WAS CANCELLED PER BRUSSELS 18777 SINCE FIRST QUARTER REPORT UNCLASSIFIED

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SUBMITTED. - -

5. DISTRIBUTION OF CCP REPORTS - WCAG REQUEST THAT ALL FUTURE CCP QUARTERLY REPORTS BE SENT INFO TO ALL EC CAPITALS. WCAG BELIEVES THAT EUROPEAN POSTS CAN BENEFIT FROM THIS MUTUAL EXCHANGE IN LIGHT OF INNOVATIVE IDEAS CONTINUOUSLY BEING DEVELOPED AND TRIED OUT BY POST. VANCE

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Draft Date: 21 may 1978
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Disposition Approved on Date:
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Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Enclosure: n/a
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